

Special Promotional Programs



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Special Promotional Programs



Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Special Promotional Programs Department (Department) supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue. The Department's programs are funded by TOT revenue to develop, maintain, and enhance visitor-related facilities and support the promotion of the City's cultural amenities and natural attractions.



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Special Promotional Programs

Department Summary

	FY2014 Actual	FY2015 Budget	FY2016 Proposed	FY2015–2016 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ 2,287	\$ -	\$ -	\$ -
Non-Personnel Expenditures	84,191,962	89,638,019	92,704,550	3,066,531
Total Department Expenditures	\$ 84,194,249	\$ 89,638,019	\$ 92,704,550	\$ 3,066,531
Total Department Revenue	\$ 80,801,592	\$ 83,938,446	\$ 91,161,931	\$ 7,223,485

Transient Occupancy Tax Fund

Department Expenditures

	FY2014 Actual	FY2015 Budget	FY2016 Proposed	FY2015–2016 Change
Arts, Culture, & Community Festivals	\$ 8,049,599	\$ 8,877,233	\$ 9,854,643	\$ 977,410
Discretionary Funding	14,493,278	16,387,689	17,832,386	1,444,697
Economic Development Programs	1,661,740	2,095,000	2,145,000	50,000
Safety & Maint - Visitor Related Facilities	59,988,277	62,278,097	62,872,521	594,424
Transient Occupancy Tax Fund	1,355	-	-	-
Total	\$ 84,194,249	\$ 89,638,019	\$ 92,704,550	\$ 3,066,531

Significant Budget Adjustments

	FTE	Expenditures	Revenue
One-Cent Discretionary Adjustment to reflect the increase in One-Cent TOT to support the General Fund.	0.00	\$ 1,444,697	\$ -
Penny for the Arts Funding Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint allocation.	0.00	868,701	-
Support to Other Funds Adjustment to the annual allocations which support debt service payments and operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve funds.	0.00	513,670	-
Support for Safety and Maintenance of Visitor-Related Facilities Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor related facilities.	0.00	189,463	-
Economic Development Programs Adjustment to reflect the increase in the Citywide Economic Development program allocation for qualified organizations that accomplish goals and objectives to advance the City's economy and tourism industry.	0.00	50,000	-
Revised Revenue Adjustment to reflect Fiscal Year 2016 revenue projections.	0.00	-	7,223,485
Total	0.00	\$ 3,066,531	\$ 7,223,485

Special Promotional Programs

Expenditures by Category

	FY2014 Actual	FY2015 Budget	FY2016 Proposed	FY2015–2016 Change
PERSONNEL				
Personnel Cost	\$ 2,111	\$ -	\$ -	\$ -
Fringe Benefits	176	-	-	-
PERSONNEL SUBTOTAL	2,287	-	-	-
NON-PERSONNEL				
Supplies	\$ 372	\$ -	\$ -	\$ -
Contracts	27,323,648	28,966,859	30,183,732	1,216,873
Information Technology	4,500	-	-	-
Other	34	-	-	-
Transfers Out	56,863,409	60,671,160	62,520,818	1,849,658
NON-PERSONNEL SUBTOTAL	84,191,962	89,638,019	92,704,550	3,066,531
Total	\$ 84,194,249	\$ 89,638,019	\$ 92,704,550	\$ 3,066,531

Revenues by Category

	FY2014 Actual	FY2015 Budget	FY2016 Proposed	FY2015–2016 Change
Transient Occupancy Tax	\$ 80,801,592	\$ 83,938,446	\$ 91,161,931	\$ 7,223,485
Total	\$ 80,801,592	\$ 83,938,446	\$ 91,161,931	\$ 7,223,485

Personnel Expenditures

Job Number	Job Title / Wages	FY2014 Budget	FY2015 Budget	FY2016 Proposed	Salary Range	Total
FTE, Salaries, and Wages Subtotal		3.00	5.00	6.00		\$ 274,113
		FY2014 Actual	FY2015 Budget	FY2016 Proposed		FY2015–2016 Change
Fringe Benefits						
Long-Term Disability		\$ 17	\$ -	\$ -		\$ -
Medicare		31	-	-		-
Supplemental Pension Savings Plan		79	-	-		-
Unemployment Insurance		6	-	-		-
Workers' Compensation		43	-	-		-
Fringe Benefits Subtotal		\$ 176	\$ -	\$ -		\$ -
Total Personnel Expenditures				\$ -		

Special Promotional Programs

Special Promotions

Organization / Program	FY2014 Actual	FY2015 Budget	FY2016 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ 37,563	\$ 48,501	\$ —
Armed Services YMCA of the U.S.A.	45,902	79,366	—
Asian Story Theater	5,619	8,481	—
Balboa Park Cultural Partnership	—	32,909	—
Bon Temps Social Club of San Diego	45,902	79,366	—
Cabrillo Festival, Inc.	1,313	8,467	—
Capoeira Institute	14,610	20,779	—
Casa Familiar	(1,323)	10,819	—
Central Commercial District Revitalization Corp / San Diego Afterschool Strings Program	5,337	—	—
College Area Economic Development Corporation	12,677	9,668	—
contact Arts	—	18,655	—
The Cooper Family Foundation	3,080	4,905	—
Council of Philippine American Organizations of San Diego County	3,629	—	—
Culture Shock Dance Troupe	—	6,787	—
Guitars in the Classroom	—	2,159	—
Gaslamp Quarter Association	4,315	—	—
Hillcrest Business Improvement Association	15,279	27,671	—
The Historic Old Town Community Foundation	(13,867)	—	—
Indian Fine Arts Academy of San Diego	14,203	24,400	—
Italian American Art and Culture Association of San Diego	16,594	20,946	—
Jacobs Center for Neighborhood Innovation	22,538	32,909	—
Kalusugan Community Services	16,528	21,203	—
La Jolla	—	16,846	—
Linda Vista Multi-Cultural Fair and Parade	6,468	9,389	—
Little Italy Association	29,130	30,447	—
Little Saigon Foundation	8,739	20,885	—
Mariachi Juvenil de San Diego	—	9,418	—
Media Heritage, Inc./Filmout San Diego	11,324	17,757	—
Musicians for Education	6,153	14,961	—
NTC Foundation	6,226	—	—
Ocean Beach Merchants Association	23,216	29,072	—
Pacific Beach Community Development Corporation	12,396	18,179	—
Pacific Southwest Wildlife Arts, Inc.	9,719	12,723	—
PASACAT	4,237	5,545	—
Point Loma Summer Concerts	14,631	17,223	—
Rancho de los Penasquitos Town Council	5,332	8,076	—
Rolando Community Council	6,202	6,523	—
San Diego Audubon Society	18,842	25,417	—
San Diego Chinese Center	5,883	9,432	—
San Diego City College Foundation	—	1,758	—
San Diego Earth Day	24,116	28,369	—
San Diego Film Foundation	42,972	79,366	—
San Diego Music Foundation	19,345	30,139	—
San Diego Shakespeare Society	5,249	6,615	—
Space 4 Art	4,943	—	—
Springfest Inc.	(9,392)	—	—
St. Madeleine Sophie's Center	11,189	—	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2014 Actual	FY2015 Budget	FY2016 Proposed
Torrey Pines Kiwanis Foundation	45,902	48,427	—
Transcendance Youth Arts Project	7,062	8,406	—
VOW Foundation, The dba Rock to Stop Violence	—	15,012	—
Write Out Loud	2,480	7,816	—
Creative Communities San Diego Subtotal	\$ 572,263	\$ 935,792	\$ 935,792
Organizational Support			
Actors Alliance of San Diego	\$ —	\$ 2,447	\$ —
Aja Project	22,881	22,791	—
Art of Elan	8,934	7,759	—
Bach Collegium San Diego	—	6,970	—
Balboa Park Cultural Partnership	18,060	68,055	—
Balboa Park Online Collaborative	52,591	60,568	—
California Ballet Association	69,190	104,576	—
Camarada, Inc.	9,949	9,410	—
Center for World Music	25,127	27,901	—
City Ballet, Inc.	55,194	56,535	—
Classics for Kids	23,569	27,303	—
Cygnnet Theater	103,356	116,610	—
Diversionary Theatre	37,217	49,655	—
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	22,561	24,155	—
Flying Leatherneck Historical Foundation	9,924	15,851	—
Gaslamp Quarter Historical Foundation	19,794	32,953	—
Japanese Friendship Garden Society of San Diego	61,775	77,210	—
La Jolla Chapter, SPEBSQSA, Inc.	2,478	3,411	—
La Jolla Historical Society	38,951	42,248	—
La Jolla Music Society	196,249	201,259	—
La Jolla Symphony and Chorus	34,927	37,186	—
The Library Assoc of La Jolla/Athenaeum Music & Arts Library	83,994	117,101	—
Mainly Mozart Festival, Inc.	100,534	111,134	—
Malashock Dance and Company	41,829	43,619	—
Maritime Museum Association of San Diego	175,281	212,839	—
Media Arts Center San Diego	54,394	63,970	—
Mingei International Museum	183,858	192,113	—
Mojalet Dance Collective	6,392	10,676	—
Mo'olelo Performing Arts Company	25,913	28,307	—
Moxie Theatre	10,067	14,847	—
Museum of Contemporary Arts, San Diego	280,815	288,444	—
Museum of Photographic Arts	93,080	143,755	—
New Children's Museum	89,966	144,244	—
NTC Foundation	—	51,339	—
Old Globe Theatre	421,074	431,629	—
Outside the Lens	6,358	9,448	—
Pacific Arts Movement	55,097	61,963	—
Persian Cultural Center	24,025	31,247	—
PGK Project	4,953	9,027	—
Playwrights Project	32,035	34,891	—
Prophet World Beat Productions	28,510	18,894	—
The Putnam Foundation/Timken Museum of Art	110,263	112,335	—
Reuben H. Fleet Science Center	265,204	267,091	—
SACRA/PROFANA	—	1,663	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2014 Actual	FY2015 Budget	FY2016 Proposed
Samahan Filipino American Performing Arts and Education Center	2,218	3,786	—
San Diego Air and Space Museum, Inc.	222,847	260,820	—
San Diego Archaeological Center	26,428	20,983	—
San Diego Art Institute	44,004	44,303	—
San Diego Automotive Museum	48,041	70,954	—
San Diego Ballet	28,893	31,045	—
San Diego Center for Jewish Culture	104,573	120,577	—
San Diego Children's Choir	27,736	30,195	—
San Diego Chinese Historical Society and Museum	17,087	17,503	—
San Diego Civic Youth Ballet	28,937	37,803	—
San Diego Dance Theater	39,176	32,051	—
San Diego Early Music Society	9,039	—	—
San Diego Guild of Puppetry	6,984	6,646	—
San Diego Historical Society	77,730	107,574	—
San Diego Junior Theatre	82,446	83,306	—
San Diego Master Chorale	14,186	12,742	—
San Diego Model Railroad Museum, Inc.	45,838	45,920	—
San Diego Museum Council	10,843	13,706	—
San Diego Museum of Art	366,050	317,150	—
San Diego Museum of Man	111,241	153,536	—
San Diego Opera Association	389,357	260,000	—
San Diego Repertory Theatre	148,645	173,717	—
The San Diego Society of Natural History	367,489	358,761	—
San Diego Symphony Orchestra Association, Inc.	411,870	398,575	—
San Diego Watercolor Society	24,526	27,104	—
San Diego Winds	—	3,902	—
San Diego Women's Chorus	3,826	5,839	—
San Diego Writers Ink	8,442	13,777	—
San Diego Young Artists Music Academy, Inc.	10,265	10,911	—
San Diego Youth Symphony and Conservatory	85,313	89,470	—
Save Our Heritage Organisation	53,721	68,488	—
Scripps Ranch Theatre	13,595	16,975	—
So Say We All	—	1,713	—
Space 4 Art	—	9,768	—
Spreckels Organ Society	16,123	20,308	—
Tap Fever Studios	—	3,318	—
Theater & Arts Foundation of San Diego County/La Jolla Playhouse	376,738	408,603	—
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	11,170	8,167	—
Villa Musica	28,764	33,535	—
Westwind Brass	7,095	7,124	—
Women's History Museum and Educational Center	12,156	17,417	—
Young Audiences of San Diego	50,770	47,940	—
Organizational Support Subtotal	\$ 6,240,531	\$ 6,791,441	\$ 6,791,441
Other			
Commission for Arts and Culture Department	\$ 876,251	\$ 1,054,761	\$ 1,057,526 ¹
Mayor/City Council Allocations	264,278	400,000	400,000
Penny for the Arts Blueprint Augmentation	972,527	750,000	1,618,701

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2014 Actual	FY2015 Budget	FY2016 Proposed
Public Art Fund	—	108,709	108,709
Other Subtotal	\$ 2,113,056	\$ 2,313,470	\$ 3,184,936
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 8,925,850	\$ 10,040,703	\$ 10,912,169
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 8,057,450	\$ 12,560,650	\$ 12,563,450
Mission Bay Park/Balboa Park Improvements	1,560,623	1,675,700	1,673,526
PETCO Park	11,300,594	11,317,415	11,319,000
QUALCOMM Stadium	4,744,302	4,750,307	4,746,120
Trolley Extension Reserve	1,062,577	1,059,200	1,062,225
Capital Improvements Subtotal	\$ 26,725,546	\$ 31,363,272	\$ 31,364,321
TOTAL CAPITAL IMPROVEMENTS	\$ 26,725,546	\$ 31,363,272	\$ 31,364,321
ECONOMIC DEVELOPMENT PROGRAMS			
Citywide Economic Development			
CleanTECH San Diego	\$ 22,500	\$ 30,000	\$ —
CommNexus San Diego	26,750	30,000	—
Horton Plaza Theatre Foundation	440,000	435,000	—
Maritime Alliance Foundation	—	25,000	—
Mission Trails Regional Park Foundation, Inc.	32,281	45,000	—
San Diego Regional Economic Development Corporation	7,875	85,000	—
San Diego Workforce Partnership	—	50,000	—
Citywide Economic Development Subtotal	\$ 529,406	\$ 700,000	\$ 750,000
Economic Development and Tourism Support			
Adams Avenue Business Association	\$ 38,968	\$ 46,900	\$ —
Asian Business Association	30,577	25,125	—
BIOCOM Institute	50,000	46,900	—
BID Council	(13,510)	—	—
City Heights Community Development Corporation	44,979	61,690	—
Greater Golden Hill CDC	38,967	28,287	—
Greater San Diego Business Association	20,536	—	—
Hostelling International-American Youth Hostels	38,968	46,900	—
Japan Society of San Diego and Tijuana	38,968	36,180	—
La Jolla Village Merchants Association, Inc.	22,171	46,900	—
North Park Organization of Businesses, Inc.	38,868	—	—
North Park Main Street	—	53,036	—
Old Town San Diego Chamber of Commerce	(7,126)	29,064	—
Otay Mesa Chamber of Commerce	5,410	46,900	—
San Diego Convention & Visitors Bureau	(10,964)	—	—
San Diego Diplomacy Council	38,968	40,175	—
San Diego East Visitors Bureau	(26,162)	35,163	—
South County Economic Development Council	30,295	46,900	—
South Park Business Group, Inc.	10,250	11,017	—
Travelers Aid Society of San Diego	43,835	61,690	—
Veterans Memorial Center, Inc.	71,644	37,173	—
Economic Development and Tourism Support Subtotal	\$ 505,644	\$ 700,000	\$ 700,000
Other			
Business Expansion, Attraction, and Retention (BEAR)	\$ 435,728	\$ 515,000	\$ 515,000

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2014 Actual	FY2015 Budget	FY2016 Proposed
Economic Development Program Administration	190,961	180,000	180,000
Other Subtotal	\$ 626,689	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 1,661,739	\$ 2,095,000	\$ 2,145,000
MAJOR EVENTS			
Major Events			
Major Events Revolving Fund	\$ 150,000	\$ 150,000	\$ 150,000
Major Events Subtotal	\$ 150,000	\$ 150,000	\$ 150,000
TOTAL MAJOR EVENTS	\$ 150,000	\$ 150,000	\$ 150,000
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			
Safety and Maintenance of Visitor-Related Facilities			
Discretionary Transient Occupancy Tax Support to General Fund	\$ 14,493,278	\$ 16,387,689	\$ 17,832,386
Mission Bay Park/Balboa Park Improvements	499,377	284,300	451,474
Convention Center	4,722,550	4,600,343	4,049,543
PETCO Park	3,215,156	2,498,335	1,980,074
QUALCOMM Stadium	5,455,698	5,524,693	6,833,517
Special Events Department	751,457	1,044,801	1,423,772
Trolley Extension Reserve	12,453	12,528	9,503
TOT Administration and Promotional Activities	19,207,498	17,844,626	18,034,089
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 48,357,467	\$ 48,197,315	\$ 50,614,358
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 48,357,467	\$ 48,197,315	\$ 50,614,358
SUMMARY			
Arts, Culture, and Community Festivals	\$ 8,925,850	\$ 10,040,703	\$ 10,912,169
Capital Improvements	26,725,546	31,363,272	31,364,321
Economic Development Programs	1,661,739	2,095,000	2,145,000
Major Events	150,000	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	46,729,759	45,989,044	48,133,060
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 84,192,894	\$ 89,638,019	\$ 92,704,550

¹This table represents the entire Transient Occupancy Tax Fund, including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2014 Actual	FY2015* Budget	FY2016 Proposed
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 15,337,743	\$ 10,143,594	\$ 3,873,917 ²
TOTAL BALANCE AND RESERVES	\$ 15,337,743	\$ 10,143,594	\$ 3,873,917
REVENUE			
Charges for Current Services	\$ 28,432	\$ 100,000	\$ 25,000
<i>Special Events Revenue</i>	28,432	100,000	25,000
Licenses and Permits	76,464	50,000	125,000
<i>Special Event Permits</i>	76,464	50,000	125,000
Other Revenue	466	—	—
Transient Occupancy Taxes	80,801,627	83,938,446	91,161,931
TOTAL REVENUE	\$ 80,906,990	\$ 84,088,446	\$ 91,311,931
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 96,244,733	\$ 94,232,040	\$ 95,185,848
OPERATING EXPENSE			
Personnel Expenses	\$ 600,791	\$ 828,257	\$ 963,601
<i>Commission for Arts and Culture¹</i>	356,884	465,921	483,394
<i>Special Events Department¹</i>	241,796	362,336	480,207
<i>Special Promotional Programs Reimbursement</i>	2,111	—	—
Fringe Benefits	476,634	610,669	599,095
<i>Commission for Arts and Culture¹</i>	285,745	345,564	324,982
<i>Special Events Department¹</i>	190,713	265,105	274,113
<i>Special Promotional Programs Reimbursement</i>	176	—	—
Supplies	12,692	9,758	9,832
<i>Commission for Arts and Culture Department¹</i>	5,466	5,579	5,616
<i>Special Events Department¹</i>	6,854	4,179	4,216
<i>Other Supplies</i>	372	—	—
Contracts	27,577,206	29,196,464	30,451,086
<i>Commission for Arts and Culture Department¹</i>	194,215	182,963	133,043
<i>Special Events Department¹</i>	59,344	46,642	134,311
<i>Office of the Mayor / City Council Allocations</i>	264,278	400,000	400,000
<i>Arts, Culture, and Community Festivals</i>	7,767,266	8,627,233	9,604,643 ³
<i>Economic Development Programs</i>	1,659,242	2,095,000	2,145,000
<i>Safety & Maintenance of Visitor Related Facilities Reimbursements</i>	17,632,861	17,844,626	18,034,089
Information Technology	239,716	358,121	456,687
<i>Commission for Arts and Culture Department¹</i>	27,630	45,680	33,923
<i>Special Events Department¹</i>	207,586	312,441	422,764
<i>Special Promotional Programs</i>	4,500	—	—
Energy and Utilities	2,436	3,500	3,500
Other Expenses	156	2,000	2,000

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2014 Actual	FY2015 [*] Budget	FY2016 Proposed
Transfers Out	56,912,327	60,728,812	62,700,047
<i>Transfers to Special Promotional Programs/Funds/ Operating Support</i>	56,863,409	60,305,898	62,520,818
<i>Commission for Arts and Culture Department</i>	5,104	5,554	73,068
<i>Special Events Department</i>	43,814	417,360	106,161
TOTAL OPERATING EXPENSE	\$ 85,821,958	\$ 91,737,581	\$ 95,185,848
TOTAL EXPENSE	\$ 85,821,958	\$ 91,737,581	\$ 95,185,848
BALANCE	\$ 10,422,776	\$ 2,494,459	\$ 0
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 96,244,733	\$ 94,232,040	\$ 95,185,848

^{*} At the time of publication, audited financial statements for Fiscal Year 2015 were not available. Therefore, the Fiscal Year 2015 column reflects final budgeted revenue and expense amounts from the Fiscal Year 2015 Adopted Budget, while the beginning FY 2015 balance amount reflects the audited Fiscal Year 2014 ending balance.

¹This statement represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

²The Fiscal Year 2016 Proposed Budget for the Transient Occupancy Tax Fund includes the appropriation of \$3.9 million in fund balance to be used for Special Promotional Programs.

³The Fiscal Year 2016 Proposed Budget for the Arts, Culture, and Community Festivals program is \$10.9 million, which represents a \$1.6 million increase in Penny for the Arts Blueprint funding.



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